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SPONSORSHIP

Better Workplace Conference

Designing for Human Difference.
Building Stronger Organizations.

FEBRUARY 17–18, 2027 | VIRTUAL | CELEBRATING 30 YEARS



Work is changing. Workplace design must change with it.

Today's workforce is more diverse than ever before across age, ability, life stage, skills, experiences, and ways of working. At the same time, employers are navigating labour shortages, evolving employee expectations, rapid advances in AI, growing caregiving responsibilities, and longer career trajectories.

The 2027 conference challenges leaders to stop designing for an "average employee" and start designing for the people who show up.

Why now:

- Five generations working side-by-side
- Growing rates of neurodiversity and disability disclosure
- Longer careers and evolving life-stage needs
- Changing employee expectations around flexibility and work
- AI reshaping skills, jobs, and organizational design
- Persistent challenges with attraction, retention, productivity, and workforce participation

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A national conversation designed to move from insight to action

DAY 1 • SHATTERING ASSUMPTIONS

DAY 2 • DESIGNING BEYOND AVERAGE

Research that challenges assumptions

Evidence drops, benchmarking, and Signal49 findings that reveal what is changing in Canada's workforce.

Stories that make it real

Keynotes, employer case studies, and lived-experience perspectives that connect evidence to practice.

Working sessions that build capability

Interactive discussions, design labs, and peer exchange focused on tools and decisions leaders can apply.

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Align your brand with the questions leaders are tackling now

Sponsorship is more than brand exposure. It creates a platform to put your expertise in front of decision-makers actively looking for ideas, solutions, and partners.

1

Workforce realities and emerging trends

How are demographic, economic, technological, and labour-market shifts changing workforce planning and employer priorities across Canada?

2

Human difference across the employee experience

How can organizations design employee experiences that reflect differences in age, life stage, caregiving, disability, neurodiversity, and career pathways?

3

The future of work, skills, and career pathways

How are AI, automation, demographic change, and evolving expectations redefining jobs, skills, careers, leadership, and organizational design?

4

Designing organizations for human sustainability

What will it take to redesign work, talent, wellbeing, inclusion, rewards, and policies for diverse needs and sustainable performance?

BWC Snapshot

Put your brand in front of workplace decision-makers

- CHROs and senior HR leaders
- People & Culture professionals
- Wellbeing and Total Rewards leaders
- DEI and accessibility leaders
- Talent, learning, and workforce strategists
- Health, safety, operations, and strategy leaders



Past speakers: voices shaping the future of work

The Better Workplace Conference has welcomed influential leaders whose lived experience, bold thinking, and research-driven insights have shaped national conversations—and continue to advance workplace wellbeing and organizational performance.



Andrea Adams
HR Consultant, Host of The HR Hub Podcast



Pranav Arya
Manager of AI
TELUS



Dr. Raj Choudhury
Professor of Organisational Behaviour, London School of Economics and Political Science (LSE)



Katrina Ingram
Founder and CEO, Ethically Aligned AI



Bailey Farrell
Health & Safety Staff Officer, Power Workers' Union



Sandra Cushnie
Sr Director, Global Diversity, Equity & Inclusion
McCain Foods Ltd.

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Sponsorship Opportunities

Partner with us at this flagship annual event to connect with influential workplace leaders, elevate your brand, and help advance a national conversation on healthier, higher-performing workplaces. Opportunities can be tailored to your organization’s goals.

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A trusted national platform that turns visibility into measurable value

Collective impact
Join a national platform uniting leaders to tackle systemic challenges and amplify shared visibility.

Credibility and independence
Align with evidence-based programming and practitioner case studies—trusted content over promotional noise.

Actionable value
Connect expertise to frameworks and ROI-focused tools that move organizations from programs to systems.

Stakeholder-led relevance
Agenda shaped with executive and HR input; sponsor touchpoints mapped to real, high-demand themes.

Meaningful engagement
Engage 300+ cross-sector delegates, decision-makers, and budget holders through curated, quality interactions.

Strategic visibility
Gain multi-channel exposure—event platform, website, social, e-newsletters—and mission-aligned activations.

Customized fit
Tailor opportunities for awareness, thought leadership, lead generation, and partnership-building moments.

Measured results
Receive post-event insights on reach, session attendance, content performance, and interaction metrics.

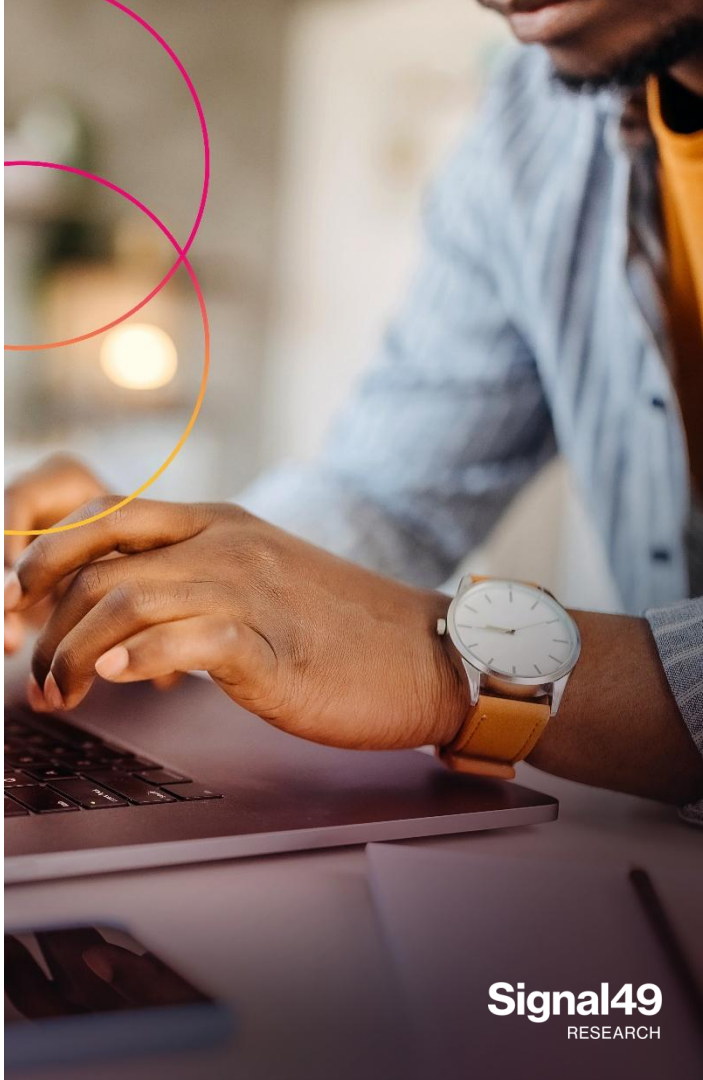
Lead-Up to the event	Featured Sponsor $15,000 FULL	Gold Sponsor $7,500	Silver Sponsor $3,500	Bronze Sponsor $1,500
Tailored sponsorship promotion package	●	●	●	●
Your logo on the event website	●	●	●	●
During the event				
Speaking opportunities	**Keynote** Opportunity to introduce or thank a speaker	**Plenary / Concurrent** Opportunity to introduce or thank a speaker	**Concurrent** Opportunity to introduce or thank a speaker	**Break activity** Pre-recorded or live
Featured daily sponsor recognition	●	N/A	N/A	N/A
Special recognition in opening and/or closing sessions	**Opening & Closing**	**Closing**	N/A	N/A
Event ad placement	●	●	N/A	N/A
Virtual sponsor page on event hub (includes analytics)	●	●	●	N/A
Your logo on the live event platform	●	●	●	●
Resources elevated to the resource section on webcast	●	N/A	N/A	N/A
Event registration passes (internal/external use)	20	15	10	5
Additional passes discount (sponsor organization use)	25%	25%	25%	25%
After the event				
Recognition in post-event email and materials	●	●	●	●

A sponsorship package tailored to your goals

Have something different in mind? We'd be happy to work with you to create a customized sponsorship approach that aligns with your goals, audience, and budget.

Potential tailored add-ons include:

- Pre- or post-event session
- Sponsored break
- Panel participation or speaking opportunity
- Dedicated email or newsletter recognition
- Post-event sponsor spotlight or feature



Potential sponsorship features

Featured daily sponsor recognition (limited)

Enjoy prominent daily visibility. Receive verbal recognition from the conference chair during opening and closing remarks, plus logo placement in day-of emails, the virtual event hub, and the plenary lobby.

Tailored sponsorship promotion package

Amplify your brand before the event begins. Your organization will be featured in pre-event promotions—targeted social campaigns, acquisition outreach, and registrant communications—ensuring visibility with a highly engaged audience.

Your logo on the event website

Showcase your commitment to better workplaces. Your logo will appear prominently on the event webpage, positioning your brand as a supporter of inclusive, resilient work environments.

Speaking opportunities

Be seen and be heard. Sponsors may moderate a session, deliver opening remarks, or thank a speaker—placing your brand at the centre of key conference moments.

Special recognition in opening and/or closing sessions

Start and end with impact. Benefit from a dedicated shout-out during the conference's opening and closing remarks, reinforcing your role in advancing workplace innovation and wellbeing.

Event ad placement

Drive traffic and deepen engagement. Feature a 30-second branded video during the event to highlight your organization, promote your offerings, or direct attendees to your virtual booth and resources.

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Virtual sponsor page on event hub

Create a dynamic presence. Your dedicated sponsor page includes branding, website links, booking tools, downloadable content, and engagement analytics.

Your logo on the live event platform

Achieve continuous visibility. Your logo will appear throughout the live event environment, including the virtual lobby and session waiting rooms—ensuring consistent brand exposure.

Resources elevated to the resource section on webcast

Extend your reach. Sponsor-provided resources (whitepapers, case studies, toolkits, etc.) will be featured in the main resource hub—making them easy for attendees to discover, download, and revisit after the event.

Event registration passes (internal/external use)

Share the experience. Receive complimentary passes for your team or clients to attend sessions, engage with leaders, and access all conference programming.

Additional passes discount (sponsor organization use)

Celebrate your sponsorship. Use a custom discount code for additional registrations, allowing you to invite colleagues and partners while showcasing your commitment to workplace wellbeing.

Recognition in post-event email

Stay visible beyond the event. Your organization will be acknowledged in the post-event communication sent to all delegates—reinforcing your partnership and keeping your brand top-of-mind.



Trusted by organizations committed to better workplaces

Past partners span education, insurance, health, safety, benefits, workforce development, professional services, and more.

























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Explore sponsorship opportunities.

We’re inviting a select group of partners aligned with our audience and conference themes. Choose the outcome that matters most—and we’ll tailor the partnership around your goals.

Let’s build the right partnership.

Contact: **Darrell Wiggins,** wiggins@signal49.ca